



America's Favorite Cigarette Break.

# Benson & Hedges 100's.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.

18 mg. "tar" 1.0 mg. nicotine  
per cigarette. FTC Report, Feb. '73.



Menthol or Regular

0701-721 A  
"Movie Projector"  
4/C BL (O)  
Cue-11/19/73  
Philadelphia-Nov. '73  
Boston-Nov. '73  
World Tennis-Nov. '73  
Wells, Rich, Greene, Inc.



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